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Amendments to the Claims:

1. (Currently Amended) A method for use in digital communications network, comprising:
 - converting a website into a Super Site, wherein the Super Site may be replicated;
 - generating one or more a plurality of Sub Sites from the Super Site, wherein the Sub Sites are accessible from a common address; and
 - configuring behaviors of the Sub Sites to match desired population segment characteristics.
2. (Original) The method of claim 1, wherein the Super Site is a template site used for replicating Sub Sites.
3. (Original) The method of claim 1, wherein segment characteristics include custom ticket delivery options, regulating queues, editing passenger name records, security settings for the Sub Site, travel policies, geographic policy administration, reason codes, system behavior for travel policy, authorization of individuals, air configurations, air contracts, car availability, car contracts, hotel display configuration, preferred hotel properties, hotel reference points, and market preferences.
4. (Original) The method of claim 1, wherein generating Sub Sites further comprises copying data records from a database for the Super Site into the Sub Site.
5. (Original) The method of claim 1, further comprising reflecting automatically changes made to the Super Site in the Sub Sites.
6. (Original) The method of claim 1, further comprising reflecting automatically changes made to one Sub Site on one or more Sub Sites.

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7. (Original) The method of claim 1, further comprising sending automatically an electronic mail notification to one or more administrators that a Super Site or Sub Site has been changed.

8. (Original) The method of claim 1, further comprising directing a user straight to a Sub Site on which the user is a registered user.

9. (Original) The method of claim 1, further comprising allowing a user to transfer from a first Sub Site to a second Sub Site.

10. (Original) The method of claim 1, further comprising allowing a user to transfer from the Super Site to a Sub Site.

11. (Original) The method of claim 1, wherein the Sub Sites are accessed from a universal record locator that is common to the Sub Sites.

12. (Currently Amended) A system for use in a digital communications network, comprising:

means for converting a website into a Super Site, wherein the Super Site may be replicated;

means for generating one or more a plurality of Sub Sites from the Super Site, wherein the Sub Sites are accessible from a common address; and

means for configuring behaviors of the Sub Sites to match desired population segment characteristics.

13. (Original) The system of claim 12, wherein the Super Site is a template site used for replicating Sub Sites.

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14. (Original) The system of claim 12, wherein segment characteristics include custom ticket delivery options, regarding queues, editing passenger name records, security settings for the Sub Site, travel policies, geographic policy administration, reason codes, system behavior for travel policy, authorization of individuals, air configurations, air contracts, car availability, car contacts, hotel display configuration, preferred hotel properties, hotel reference points, and market preferences.

15. (Original) The system of claim 12, wherein the means for generating Sub Sites further comprises means for copying data records from a database for the Super Site into the Sub Site.

16. (Original) The system of claim 12, further comprising means for reflecting automatically changes made to the Super Site in the Sub Sites.

17. (Original) The system of claim 12, further comprising means for reflecting automatically changes made to one Sub Site on one or more Sub Sites.

18. (Original) The system of claim 12, further comprising means for sending automatically an electronic mail notification to one or more administrators that a Super Site or Sub Site has been changed.

19. (Original) The system of claim 12, further comprising means for directing a user straight to a Sub Site on which the user is a registered user.

20. (Original) The system of claim 12, further comprising means for allowing a user to transfer from a first Sub Site to a second Sub Site.

21. (Original) The system of claim 12, further comprising means for allowing a user to transfer from the Super Site to a Sub Site.

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22. (Original) The system of claim 12, wherein the Sub Sites are accessed from a universal record locator that is common to the Sub Sites.

23. (Currently Amended) A computer readable medium having stored thereon a plurality of instructions, said plurality of instructions when executed by a computer, cause said computer to perform:

converting a website into a Super Site, wherein the Super Site may be replicated;
generating one or more-a plurality of Sub Sites from the Super Site, wherein the Sub Sites are accessible from a common address; and
configuring behaviors of the Sub Sites to match desired population segment characteristics.

24. (Original) The computer-readable medium of claim 23 having stored thereon additional instructions, said additional instructions for generating Sub Sites when executed by a computer, cause said computer to further perform copying data records from a database for the Super Site into the Sub Site.

25. (Original) The computer-readable medium of claim 23 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform reflecting automatically changes made to the Super Site in the Sub Sites.

26. (Original) The computer-readable medium of claim 23 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform reflecting automatically changes made to one Sub Site on one or more Sub Sites.

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27. (Original) The computer-readable medium of claim 23 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform sending automatically an electronic mail notification to one or more administrators that a Super Site or Sub Site has been changed.

28. (Original) The computer-readable medium of claim 23 having stored thereon additional instructions, said additional instructions when executed by a computer comprises, cause said computer to further perform directing a user straight to a Sub Site on which the user is a registered user.

29. (Original) The computer-readable medium of claim 23 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform allowing a user to transfer from a first Sub Site to a second Sub Site.

30. (Original) The computer-readable medium of claim 23 having stored thereon additional instructions, said additional instructions when executed by a computer, cause said computer to further perform allowing a user to transfer from the Super Site to a Sub Site.